



26-27 March 2015

Westin Bund Center
88 Henan Central Road
Shanghai, Shanghai 200002 China

Optional industry tour on 27 March



FRESH CONNECTIONS: CHINA

Your Key to the Chinese Market

At **Fresh Connections: China**, you'll find an expert educational program and unmatched networking opportunities designed to help you gain a competitive advantage in China.

Who Should Attend?

Produce industry professionals — from importers, exporters, suppliers, retailers, technology and logistics providers, and other sectors — who want to harness the tremendous opportunity in China.

Why Attend?

Fresh Connections: China is focused and intimate, so you can meet with industry partners and secure new business opportunities during the event. You'll engage with reputable local contacts, gather insights into consumer trends and discover best practices. You'll leave equipped with the knowledge and contacts you need to grow your business in this dynamic market.

Industry Tour (optional)

Gain deeper insights into China's fresh produce marketplace during a full-day tour on 27 March. The tour includes a visit to the new Shanghai Pilot Free Trade Zone, where you'll see first-hand how this new zone is shaping the fresh produce industry. At the Yangshan Port, a deep-water facility built to accommodate today's largest container ships, you'll see how product arrives and leaves Shanghai. Plus, we'll tour the Huizhan Imported Fruit Wholesale Market to see the trading hall in action and hear from the market's management.

Register Now!

On or before 16 Feb.

PMA Member	US \$350
Non-Member	US \$475

After 16 Feb.

PMA Member	US \$385
Non-Member	US \$520

Visit pma.com/fcchina today to learn more. Register before 16 February for the best rates.